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Team Canada Inc's new on-line resource for export information helps businesses succeed in foreign markets.

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CONNECTING TO THE FUTURE!

One number, a world of information

Team Canada Inc's new toll free export information service.

This service will connect both experienced and new exporters to the full range of international business development services and expertise the government has to offer.

A trained information officer is ready to answer your questions and direct you to the many programs and services available.

1-888-811-1119



Other Major de l'export du Canada (Industry Canada) 1996. Informations détaillées sur les programmes sont dans le Guide de l'exportation du commerce extérieur.

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Or visit us on the Internet: ExportSource: <http://exportsource.gc.ca>

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International Trade Centres

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Your Questions Answered Right Now

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**INTERNATIONAL BUSINESS
DEVELOPMENT BUSINESS PLAN**

1998 • 2001

Canada

THE INTERNATIONAL BUSINESS DEVELOPMENT BUSINESS PLAN AT A GLANCE

Our Objective

To create jobs and prosperity by helping Canadian firms take full advantage of international business opportunities and by facilitating investment and technology flows.

What We Have to Do

To realize our economic goals and remain competitive, we must:

- improve international market access for Canadian products and services
- increase the size and broaden the composition of the export community
- diversify our product range
- export beyond the U.S. market

- improve our share of global foreign direct investment flows
- fully exploit the potential of Team Canada missions.

Team Canada is the Future

The highly successful Team Canada missions have proven to be an effective tool to help Canadian business gain access to the world's fastest growing markets.

The government departments and agencies making up the Team Canada Inc network are working together to expand awareness of global market opportunities by fostering a "global market" mindset among Canadian firms, and by engaging new export partners, particularly small and medium-sized enterprises

(SMEs), in exporter preparation. Under the Team Canada Inc umbrella, many departments provide trade and investment services and support to the Canadian business community, with the Department of Foreign Affairs and International Trade, Industry Canada, and Agriculture and Agri-Food Canada leading the way.

Key service deliverers include the International Trade Centres, the federal regional development agencies, other federal departments and the provinces.

International Business Development Business Plan

The government's priority initiatives over the next few years will fall in four main areas:

1) Market Access

The Goal:

To improve international market access for Canadian goods, services and investments.

What We Are Doing:

- ✓ consulting with Canadians on their interests and establishing priorities
- ✓ negotiating trade and investment agreements
- ✓ identifying trade and investment barriers in both priority and emerging markets

- ✓ removing barriers to trade
- ✓ eliminating or reducing tariffs and non-tariff barriers
- ✓ advancing Canadian interests through international bodies such as the World Trade Organization (WTO)
- ✓ safeguarding Canadian interests through the WTO and NAFTA (North American Free Trade Agreement) dispute settlement procedures.

2) Export Capability and Preparedness

The Goal:

To foster internationally competitive and export-oriented industry.

What We Are Doing:

- ✓ raising awareness of global market opportunities and promoting exports as a growth option
- ✓ engaging additional strategic partners to deliver export preparation services
- ✓ providing a full range of Team Canada Inc export-readiness services to meet the needs of Canadian exporters
- ✓ working to diversify export-oriented businesses, including Aboriginal enterprises and companies run by women and young entrepreneurs.

3) International Market Development

The Goal:

To increase exports of Canadian goods and services.

What We are Doing:

- ✓ expanding the Team Canada Inc network by recruiting other service providers
- ✓ targeting "first ever" and "new to market" exporters
- ✓ focussing resources and initiatives on key emerging and fast growth markets

- ✓ broadening the export product range, with a particular emphasis on services
- ✓ revitalizing the Trade Commissioner Service by redefining and improving access to programs and services.

4) Investment Development

The Goal:

To increase business investment in Canada.

What We are Doing:

- ✓ marketing Canada as a choice location to invest
- ✓ taking steps to improve Canada's investment climate

- ✓ targeting multi-national enterprise opportunities
- ✓ facilitating international partnering opportunities by helping Canadian SMEs locate foreign business partners
- ✓ working to build more partnerships among federal, provincial and municipal Team Canada Inc players.

For more information on the International Business Development Business Plan please call

1-888-811-1119

Copies of the Plan are available electronically at

<http://exportsource.gc.ca>

